KETING ASSOC. TEL:201-368-9784

Larry

PMA
Has It Covered!

PEER MARKETING ASSOCIATES, INC.

16 Arcadian Ave. • Suite C1 • Paramus, NJ 07652
Tel. (201) 368-9000 • Fax (201) 368-9784

CHAIRMAN
Burton Margolis
Cooper-Booth Whole. Co.
Lancaster, PA

VICE PRESIDENT
Jack M. Head
Head Distributing Co.
Smyrna, GA

SECRETARY-TREASURER
Edmund M. Kleiner
Edmund C. Kleiner, Inc.
Hoboken, NJ

DIRECTORS
Jerry Aurigenta
Smith Wholesale Co. Inc.
Johnson City, TN

Michael Barnum
Richmond Master Dist. Inc.
South Bend, IN

Greg Carew
Myers-Cox Co.
Dubuque, IA

Peter Dichiara
City Whole. Grocery Co.
Birmingham, AL

Greg Henning
Cash-Wa Dist. Co.
of North Platte, Inc.
North Platte, NE

Sandy Katz
Middlesex Tob. & Conf. Co.
Perth Amboy, NJ

William A. McCarty, Jr.
McCarty-Hull, Inc.
Amarillo, TX

Gary McGuirk
Liberty U.S.A., Inc.
W. Mifflin, PA

Ed Wojnicz
Holiday Wholesale Inc.
Wisconsin Dells, WI

CHAIRMAN EMERITUS
John F. Head
Head Distributing Co.
Smyrna, GA

CHAIRMAN EMERITUS
Thomas Henning
Cash-Wa Dist. Co.
Kearney, NE

EXECUTIVE VICE PRESIDENT
MANAGING DIRECTOR
Vincent J. Montini

NCBA
National Cooperative Business Association

AWMA
AMERICAN WHOLESALE MARKETERS ASSOCIATION

March 12, 1996

SUBJECT: Peer Cigarette Program
Peer Marketing Associates/Forsyth Tobacco Products Agreement

Dear Peer Participant:

This is to inform you that part of our Peer Marketing/Forsyth Tobacco Private Label agreement states that any participant in our cigarette program may (at RJR's election) lose their right to continue purchasing a Forsyth Tobacco Private Label brand by:

A) Discontinuing its purchases of Private Label Product for a period of at least ninety (90) consecutive days.

OR

B) Fail to order in any ninety (90) day period a quantity of the Private Label Product that equals or exceeds 5% of your total purchases from RJR.

The rationale for this part of our agreement is product freshness. Product freshness and excess inventory carried in a distributor's warehouse and public warehouses has become a problem when no sales/repeat orders are occurring. Your attached record of purchases indicates a purchase performance below those required in the Peer marketing/Forsyth Tobacco agreement.

We are requesting that you choose either Option I or Option II listed below by completing this form and return via fax to Vince Montini. FAX 201-368-9784 or mail to address listed above by APRIL 8TH.

Option I:

[ ] I do not wish to continue to purchase the Forsyth Tobacco brand CARDINAL and relinquish all rights to the purchase and sale of said brand from Forsyth. (In making this election R. J.Reynolds will subsequently by mail confirm your decision).

Option II:

[ ] I intend to purchase the Forsyth brand CARDINAL within the next 30 days and want an R. J. Reynolds representative to call on me.

Peer Distributor Company Name CASH & CARRY STORES SIS#982800

Forsyth Brand CARDINAL

City _____ State _____ Zip _____

Authorized Account Signature _____

Sincerely,

Vince Montini
Executive Vice President/Managing Director

Larry:
Please review. This is an [illegible] of what one letter would [illegible] like. Let me know.
Vince

FAX MEMO
PAGES 2 DATE 3/12 FAX# 910 741 4684
TO Larry Schreiber
FROM Vince Montini
CO. PMA
PH# 201 368-9000 FAX#

51850 2650

Source: https://www.industrydocuments.ucsf.edu/docs/yxcy0000